

**PERSONAL DATA CARD PROCESSING SYSTEM****ABSTRACT**

5 In accordance with the present invention, there is provided a processing methodology for use in processing information received by a smart card which contains and supports a user personal data profile. Parameters specific to individual user's personal preferences, including travel related  
10 parameters and service preferences, are input and stored by the smart card and may be selectively read out and/or transmitted to instantaneously provide the individual's personalized data to various travel related processing systems. The smart card may also be used to present  
15 messages to the traveler from various travel services institutions, and also to be programmed by those institutions in order to access certain facilities available to the traveler.